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Title Page

The Movies ✓

a Photoplay in 2 reels ✓

OCT 13 1925 ✓

Author of Photoplay

Educational Film Exchanges
Inc ✓

13/4
PRESS SHEET

HAMILTON
COMEDIES

OCT 13 1925

LLOYD

©CIL 21901

HAMILTON
in



THE MOVIES

Directed by William Goodrich



EDUCATIONAL FILM EXCHANGES, Inc.
MADE IN U. S. A.

692

YOU'RE GOING TO BE SURPRISED AT HIGH QUALITY OF "THE MOVIES"

Hamilton Surpasses All Former Comedies in First of New Series

Previous Hamilton Comedies have set a high mark for quality and real laugh-making ability, for Hamilton is a one hundred per cent comedian who has won his following through consistent delivery of the kind of comedy your people want.

But you are due for a revelation when you first screen "The Movies," for without a doubt it is one of the best comedies that Hamilton has ever made. And that means that it is one of the best that ever flickered on a screen—in your theatre or anywhere else.

The combination of William Goodrich as director and Lloyd Hamilton has brought out the best there is in this universally popular comedy star and we are certain that you and your patrons are going to pronounce "The Movies" an exceptional comedy.

The Story

After bidding his father good-by, promising to wash his neck, write to his mother and to keep away from Hollywood, our hero, an unspoiled boy of the great open spaces, sets forth to find his fortune in the far away city.

Traffic bewilders him and he makes an enemy of Bill Buckley, a man of even temper—Bill is always sore.

In spite of his promise to his mother to keep away from the movies, our simple hero finds himself before the Montmartre, Hollywood's famous cafe where the movie actors eat—when they're working. A bevy of bathing beauties entices him into the restaurant where he beholds a wonderful sight.

George Washington dining with Abe Lincoln and Teddy Roosevelt; Anthony and Cleopatra; Uncle Tom, Little Eva and Simon Legree; George V, Sitting Bull and other notables—all inhaling their soup. Our hero is stunned—until he discovers that Uncle Tom's color is burnt cork and that Legree's mustache is detachable.

Then he knows that the movies are fakes.

Lloyd Hamilton enters with his director. Lloyd has injured his foot and is unable to continue his picture. His director sees in our hero a remarkable resemblance to Lloyd, and with the aid of Cleopatra, persuades the simple country boy to double for Hamilton.

The first scene is a passionate love episode. Our hero, as a bold Roman, is making love to Cleopatra. The country boy is having the time of his young and unspoiled life when Bill Buckley enters.

Our embryo movie actor pauses not to explain, but leaves the studio in a hurry with the crew behind him. Down the main street they chase him until, outdistancing his pursuers, the boy finds himself back at the old home and safe in his mother's arms.



LLOYD HAMILTON
in EDUCATIONAL-
HAMILTON COMEDIES.

For Electro Order No. 3863-E
For Mat (Free) Order No. 3863-M

Operator's Cue For Cut-over

Following is operator's cue for cut-over at end of first reel:—

Medium long shot, side view of police station, patrol wagon, etc. The villain exits from station brushing himself off and walks out of picture. This

WHO'S WHO in "The Movies"

Our Hero, LLOYD HAMILTON
Cleopatra Marcella Daly
Bill Buckley Arthur Thallasso
The director Frank Jonnasson
Traffic Officer Glen Cavender
Directed by William Goodrich

EXPLOITATION

The horse that is kept in the stable never wins any races—nor moves any freight.

The advertising and exploitation that you never do will not add a dollar to your box-office receipts.

The posters, slides, lobby photos and trailers that repose in the exchange while you are running Educational comedies will not earn you a nickle as long as they are on the shelves.

You've got to get them out and put them to work for you in your poster frames, lobby photo frames and on your screen before you can profit by them.

PARAGRAPHS For Your Program

LLOYD HAMILTON IN "THE MOVIES"—One of the funniest comedies of the year.

LLOYD HAMILTON IN HIS GREATEST and latest side-splitter, "The Movies."—It's a scream.

THERE HASN'T BEEN A FUNNIER COMEDY made than "The Movies," with Lloyd Hamilton starred. It's one long laugh.

YOU'LL LAUGH AT EVERY INCH of Lloyd Hamilton's latest and funniest two reeler, "The Movies." A riot of fun.

LIKE TO LAUGH? Then don't miss Lloyd Hamilton in "The Movies." One of the greatest comedies he has ever made.

followed by END OF PART ONE title.

Following is cue for cut-over at end of second reel.

Long shot of front of Hamilton's home, following close-up of Hamilton and mother embracing. Fadeout to THE END as Hamilton, mother, father and brother enter house.

LLOYD HAMILTON IN "THE MOVIES" A COMEDY CLASSIC

Remarkable Two Reeler Firmly Establishes Him as Leader

(Newspaper review for use after showing of picture)

If anything else was needed to prove to the public that Lloyd Hamilton is one of the top-most comedians of the screen, "The Movies," his latest picture, which is playing at the Theatre, certainly establishes that fact.

Many comedians have been shot to fame by pictures less funny, and many of the leaders of the comedy field have never made a picture approaching "The Movies" in merit as entertainment, amusement and downright side-splitting comedy.

Coming as it does on top of years of remarkable pictures from Hamilton, it more than ever fixes him in the very front rank of the funny men of the screen.

The picture is almost entirely made by Lloyd's cleverness and the many comedy touches which have been included in the action. The story is that of a country boy who stumbles into the movies in the heart of Hollywood and is simplicity itself, but through Hamilton's comedy ability and the deft direction of William Goodrich, it has been made a comedy classic.

If you enjoy the best comedy that the screen has to offer, don't fail to see "The Movies." It is a treat.

"The Movies" is Continuous Fun

(Newspaper review for use after showing of picture)

Two reels of continuous laughter—the aim of all comedy makers—is unwinding itself at every performance at the Theatre in the shape of "The Movies," Lloyd Hamilton's latest Educational-Hamilton Comedy.

This picture is the first of a new series of comedies which Hamilton is making for distribution through Educational Film Exchanges, Inc., and was made under the direction of William Goodrich. Goodrich has brought out the best that is in Hamilton with the result that "The Movies" is one of the best bits of comedy that Hamilton has ever done.

The big comedian has chosen Hollywood, the centre of the motion picture industry of the world, as the locale of his comedy and has included several original comedy sequences which are undeniably the funniest he has ever attempted.

LLOYD HAMILTON MAKES COMEDY SHOWING FUNNY SIDE OF MOVIES



LLOYD HAMILTON
in a scene from
"THE MOVIES"

For Electro Order No. 3870-E
For Mat (Free) Order No. 3870-M

Famous Restaurant Shown in New Film

(Prepared as advance publicity story)

The interior of the Montmartre, Hollywood's famous restaurant, has been reproduced for use in Lloyd Hamilton's new Educational-Hamilton Comedy, that will be shown at the Theatre, titled "The Movies."

This unique eating place is situated in the heart of the motion picture producing centre. Screen notables and characters from most of the studios lunch there regularly. Lloyd's story carries him as a country boy into this restaurant, where he meets many famous people.

The picture is the first made under the direction of William Goodrich starring Lloyd Hamilton. The supporting cast will include Marcella Daly, Arthur Thollasso, Frank Jonnasson and Glen Cavender.

"The Movies" is Pronounced Best Comedy Star Has Ever Made

(Prepared as advance publicity story)

Hollywood—the centre of the motion picture industry of the world—will be seen as the setting of the Educational-Hamilton Comedy, "The Movies," starring Lloyd Hamilton, and which will be at the Theatre.

As the title indicates, the action of the picture is taken in and around a motion picture studio. A portion of the action will also be taken in one of the most unique restaurants in the world—the Montmartre, located in Hollywood.

It is at the Montmartre that notables from almost every studio in Hollywood have their midday meal. Shicks, flappers, Indians, characters of all descriptions may be seen there almost any day, and it is in this novel atmosphere that the comedy is laid.

Advance information on the picture is to the effect that it is by far the best comedy that Lloyd Hamilton has ever made, which means that it will prove one of the funniest that has been seen on local screens in a long while.



For Electro
Order No. 3868-E
For Mat (Free)
Order No. 3868-M

Hamilton Plays Two Roles in New Comedy

(Prepared as advance publicity story)

For the first time in a dozen years, Lloyd Hamilton is playing a part in a comedy without a comedy make-up—playing it "straight," without the checkered tie, cap and oversize shoes, or other special comedy dress.

This bit will appear in his latest comedy, "The Movies," which will be the comedy attraction at the Theatre. Through the rest of the picture Hamilton is seen in his regular and more familiar get-up which has made him so popular with comedy loving fans.

Hamilton plays two parts in the picture, one as a country boy who gets in the movies in Hollywood, and the other as Lloyd Hamilton, whom he meets in the studio. The two characters appear on the screen at the same time in a number of instances.

A Drawing Attraction That Spells S.R.O.

Lloyd Hamilton has his own clientele, right in your neighborhood. Use this "cut" in your "ads" to draw on it.



Audiences know that Hamilton always put his drollery across. That's why this "cut" should find space in your publicity.

LLOYD HAMILTON
in EDUCATIONAL-HAMILTON COMEDIES
For Electro Order No. 3864-E
For Mat (Free) Order No. 3864-M

Look Sharp for a Most Unusual Suprise Shot

Lloyd Hamilton Comedies are noted for their originality and this one proves not to be an exception. In one part an exceptionally good piece of camera work takes place that will cause your patrons to talk about the picture afterwards.

The part is at the beginning of the picture, where Lloyd is apparently at the family farm, taking leave of the old folks, and as he leaves, they wave in response to his goodbys. Without resorting to trick photography the camera takes a half turn and to the astonishment of all, Lloyd is actually waving to them from an unusually busy downtown corner. This scene is a decided "knock-out."

A sudden pause in the music, followed by appropriate sound effects, would add to the effectiveness of the scene.

Roy Tillson, manager of the Fuller Theatre, Kalamazoo, Mich., has proved the value of exploiting Short Subjects by a long period of advertising his whole show.

"I devote a conspicuous box in my newspaper ad layout to my comedy," says Mr. Tillson, and make it especially forceful when I have stars like Lloyd Hamilton.

"All I want is results from my box-office, and you can bet your life the Short Subjects go a long way toward producing these results."

POPULARITY AND PROFIT

There is a popularity about comedy that is not approached by any other item on the bill of the motion picture theatre.

Old and young, men, women and children, high, low or middle class audiences—every one in them enjoys the comedy on the bill—and many of them enjoy the comedy more than anything else on your entire program.

That fact is known by most successful showmen in the industry—both in legitimate stage productions and in the motion picture exhibiting end of the business. These showmen capitalize this universal popularity of comedy and are making it pay them big returns.

Lloyd Hamilton is unquestionably one of the most popular comedians on the screen today. He has an enormous following and it is growing greater with every picture. His name stands for comedy of the most popular type and as a drawing card is equalled by only a few of the "feature" stars.

Hamilton's name in your lights and in your lobby means extra admissions. It will mean many more admissions to you if you devote a portion of your advertising space in the newspapers to his name and to the Hamilton Comedy on your bill.

To a real showman, an attraction is judged by what it will bring at the box-office rather than its size. Short Subjects, like featured acts on the vaudeville programs, are condensed entertainment and bring the heartiest amusement.

Advertise them as attractions. Don't include them as just additional items on your bill. Get behind them, feature them in your newspaper space—and you will be surprised at the returns this practical showmanship will bring you.

You can get the little cuts illustrated below in either electro or mat form at your exchange. The mats are free.



One Column by One Inch "Ad" Cut
For Electro Order No. 3865-E
For Mat (Free) Order No. 3865-M



Two Column by One and One Half Inch "Ad" Cut
For Electro Order No. 3866-E
For Mat (Free) Order No. 3866-M

For Three Column Cut on Page One Order
Electro No. 3867-E Mat (Free) No. 3867-M

ACCESSORIES

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets
Duo Tint 11 x 14 Lobby Cards

(Eight cards to set)

Black and White 8 x 10 Photos

(Ten Photos to Set)

Half-Column Thumb Nail Cartoon Sketch
One Column Newspaper Publicity Cuts and Mats
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts
and Mats

Two Column, Two Inch, Newspaper "Ad" Cuts
and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
Special Exploitation Cut for Herald Illustration

(All Mats Free)

Trailers available through National Screen Service
And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES

For Newspaper "Ads"

In addition to the longer picture,—two reels of excellent comedy. Lloyd Hamilton in "The Movies."

Special attraction!—Lloyd Hamilton's "The Movies," a comedy of Hollywood's studios. It's a scream.

Here's a guaranteed laugh-maker—Lloyd Hamilton in "The Movies." If you can't laugh at this one, see a doctor at once.

Big Lloyd Hamilton, popular comedy star,—in his funniest picture, "The Movies." A comedy they'll talk about for months.

See Lloyd Hamilton—as the country boy in Hollywood—He's a scream in "The Movies." Two reels of excellent comedy.

JAY-WALKERS BEWARE!

Considerable importance is granted to the jay-walking episodes in "The Movies," and as this problem confronts all communities, large and small, the police department will be glad to cooperate with you in placing poster warnings in the most



traveled and conspicuous locations. The scene illustrated at the left with an appropriate warning, should be reproduced or pasted on a poster. Heralds could be prepared of a similar illustrated warning for distribution to the general public.

Special Cut from "Jay-walker" Herald

Electro No. 3850-E

Mat (free) No. 3850-M

Special stills of above scene may be ordered through your exchange. Order Still No. 692-35.

Captions like the following are suggested for use with the above illustration.

Jay-walking does not pay—

see Lloyd Hamilton at the.....Theatre and find out the reason why. Incidentally you will enjoy a thoroughly good program of laughs.

Watch your step, Jay-walkers—

this is a dangerous crossing.

Lloyd Hamilton gets himself into a mess of trouble through Jay-walking at theTheatre.

WHAT OTHERS SAY ABOUT HAMILTON

Leading the subsidiaries is Mr. Lloyd Hamilton's new comedy, yclept "Waiting." * * * There are some exceptionally funny gags in the film, and Hamilton's drollery is way up in G. The result is a hilarious piece of work. (Washington Daily News)

"Half a Hero" is playing the Madison this week, and is up to the same high standard of all Hamilton comedies. * * * Many hearty laughs throughout. (Michigan Film Review)

There's a comedy called "Hooked," with Lloyd Hamilton, that's a scream from start to finish and far ahead of most program comedies. (Reading, Pa., Tribune)

"Crushed" — Another Hamilton comedy that brought shrieks of laughter from our audiences. (L. A. Angle-mire, "Y" Theatre, Nazareth, Pa., in Moving Picture World.)

SPECIMEN One Column Type "Ad"

See What Happened to
LLOYD HAMILTON
After He
Left Home
To Go In
"THE MOVIES"
Now Playing at

{ Theatre Name
and
Play-date
}

Who Looks Like — — LLOYD HAMILTON?

Every community has its quota of boys who do, or think they do, look like Lloyd Hamilton.

Arrange a contest and offer a small prize to the boy, or man, who with the characteristic checkered cap and tie, also cut-away coat, looks most like Hamilton. Have the winner appear in person during the week the picture is shown and if possible engage his services as a street "bally."

The street "bally" makes an excellent publicity stunt and stills of "The Movies" show Hamilton with a "hick" telescopic suit-case that can easily be duplicated. In a pinch any large boy could be costumed to put this exploitation stunt over.

What a Reviewer Thinks

"The Movies" is thoroughly entertaining.—C. S. S. in Moving Picture World.

REQUEST FOR RETURN OF COPYRIGHT DEPOSITS.

Dated at Wash DC
Oct 13 1925

OCT 13 1925

Register of Copyrights,
Library of Congress,
Washington, D. C.

Dear Sir:

The undersigned claimant of copyright in the work herein named,
deposited in the Copyright Office and duly registered for copyright pro-
tection, requests the return to him under the provisions of sections 59
and 60 of the Act of March 4, 1909, of one or both of the deposited copies
of the 2 Prints Entitled The Moving

Off his Beat & Felix The Cat Trips with Him
deposited in the Copyright Office on Oct 13/22 and registered
under Class XXc., No. . ©CIL 21899

If this request can be granted you are asked and authorized to send the said copy or copies to me at the following address: _____

_____ or
to _____
at _____

Signed W. L. L.
(Claimant of Copyright)

W. Summer.

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